

The true story of M Company.
From Fort Dix to Vietnam.

Act like you've always worn a Worsted-Iex:
You'll get used to being a leader after a while.















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Outstanding books recommended by the Book-of-the-Month Club ... which ones have you promised yourself to read?




















## If Avis is out of cars, we'll get you one from our competition.



We're not proud. We're only No. 2. We'll call everybody in the business (including No.I). If there's a car to be had, we'll get it for you.

At the airport, we'll even lock up our cashbox and walk you over to the competition in person. All of which may make you wonder just how often all our shiny new Plymouths are on the road.

We have 35,000 cars in this country.
So the day that every one is out is a rare day for Avis. (If you have a reservation, don't give it a second thought.)

And don't worry about the car our competition will give you.

It's for an Avis customer and they know it.
This is their chance.

promise her anything
but give her













## Listen:



Which comes first when you buy your hi-fi components?
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This Free sample lesson can start you on a high-pay career as ACCOUNTANT, AUDITOR, or CPA

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## in your spare time at home






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## No previous expiesenee roquired

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Darling, I love to look at your status symbol.


The new kind of KUPPENHEIMER.





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## RICHARED JOESEPR



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## When Gordon's Gin was introduced in 1769.

 London ladies found a new teatime topic.The Decheut res Scotteh anome wes forgotien conrt antigws het



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## The Good Guys are always on theWhiteHorse

Where else would you find them?
White Horse is a Scotch with
all the social graces. A taste that is smooth. Subtle. Persuasive. On the rocks or in the tall ones, White Horse comes through. Good guys deserve their White Horse. So do you.







## EAGLE AT TROON



CELEBRATE WITH A CASANOVA
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Man adnin faulidous wamen


The mast compact travel set for men yet devised -including a removable mirror.
To fit your briecease or a corner of your deak.

## The Travelling Baron

contains all the essential toiletries for the modern man. A geuileman's Cologne and After Shaving Emollient, the first and only unsecnted roll. on deedorant "Personal Care" and the first and only robust roll on Powder.


## FLARSHIEIM

## Aland Stumed Chesinual*




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For men ${ }_{(\text {and } \text { momen) }}$ who are man enough to stick their necks out

Great Books have given many people more of the assurance it takes to speak up-and to make sense. If you enjoy using your brains, and want to cara the rewards of using them better, read 00 .

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OUTDOOTES

the 'forbidden' fragrance



## For people who are afraid to say it out loud.

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## The beginning of the end of the raincoat.



Thirteen years ago London Fog made a raincoat that turned out to be something else.

The Maincoat:
The way we made it made the difference.
To begin with, we made the Maincoat with fabric you don't find in a raincoat.

It's not stiff. It's soft and it's woven into all sorts of colors and patterns.

In fact, our fabric has only one thing in common with raincoat material; it will keep you dry.

And then, we didn't make the Maincoat the way you make a raincoat.

We made it better.
We made it with the lining open at the bottom so it would hang straight.

And we stitched the seams so they'd never pucker or stretch out of shape.

And we added little extra touches like satin sleeve linings.

And luxurious zip-in warmers.
And permanent Bachelor Buttons.
And when we were finished, so were raincoats.



come on strong!!

Get thas "dormating 'feeling in the Fornard Feshion Suit There's a thrist in the shouldar, a lean line of iapel thest says you're not pust "Wth r"'-but ahead The Diraff Parspral I Ieuch tooss it with tapersd trum desigh, a custom coliection of fabrics and
 'Botary' 500 Forward Fighices Suitsfrom $\$ 9500$, Outercoats fiom $\$ 6500$, Sport Casts from $\$ 5000$. Slacks from $\$ 1995$
go all the way with 'BOTANY' $500^{\prime}$ tailored by Daroff




























 Hox Fopsta




## Belind Ulis great sudt is a great Anerican fabrice？

A Raeford fabris－like this iustrous blend of Dacron＊mahar and wool worsted， an outstanding example of The．Anerican Wy Wht Wool Blends

Where can you find the sults＇Sce the adjoming list




Can a necktie find love washing after washing?
Yes...if it's a WEMLON by Wembley.











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In new Minnirai "Filghit Deck ${ }^{\text {th }}$ sollid-state sterreo


Welcome Scotch The World Over!

DEWAR'S
"White Label"




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DRESSED RIGHT FOR GOOD COMPANY

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## If you don't

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Be good to yourself with the great Swiss Conditioner Hair Lotion de Pantene

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Come live the Contmental life ' 67 style.









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 who frankly enjoys compliments on his way of dress. Not commonplace. Quite contemporary. Always civilized. DK







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Sheraton Hotels \& MotorInns


# How I Turned \$1000 into a Million --starting in my spare time 

## AN AMAZING STORY THAT MAY CHANGE YOUR LIFE

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INFORMATION
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Now the most
automatic of cameras does even more for you.








KODAK INSTAMATIC 804 Camera

## THE NEW SILVER SCREEN


 by Hoased Jeriker







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Now that you can have the most advanced home stereo in the most beautiful furniture styling...

## why not get the best



## The Renault for peoplewhoswore they would never buyanother one.

We cannot blame anyone who swore they would never buy another Renault.

When we first sent our cars into this country we ran into a sad situation.

We had, as we say in France, sold the skin of the bear before having put him on the ground.

Our cars were not fully prepared to meet the demands of America, where sustained high speeds are normal, where a heavy foot with the clutch is normal, and where people are not used to fixing their own cars.

More thana fairshare of things went wrong with ourcars. Less than a fair share of our dealers were equipped to deal with what went wrong.

Well, that is actually water over the dam, so to speak.

After all, Renault has a reputation to protect as one of the finest and oldest (1898) and largest (7th) manufacturers of automobiles in the world.

So with all our hearts and with all our strength we set out to protect that reputation.

We began by selecting our raw materials more carefully. We used a steel of thicker gauge. And the paint and the rustproofing and the undercoating we used more thackly.

We improved also the quality of our quality control, and we added another 25\% of fine inspectors.

The next step was to improve our dealers. So before we sign on any new dealer, we require that he use only Renaulttrained mechanics.

And we make it certain that not one of our cars is sold in this country unless every part for it is available.

And, of course, we developed a fantastic car, the Renault 8 . But before we introduced it here we ranit around Europe first. And then very quietly on a small scale
we brought it here a few years ago.
And when we were sure the car was perfect, we improved it, and now this is the car we are talking about

It is the Renault 10.
It is probably as comfortable as any automobile you will ever sit in, "and you can toss in a Bentley Continental or a Rolls if you care to"" said one critic, but we don't know if that is not too much for us to say.

It has a five-main-bearing engine that you can drive all day at top speed (84 mph) and not do it injury, so finely is it machined.

It will average an honest 35 mpg .
It has a liquid cooling system that is infinitely quieter than air-cooling, yet it will not boil or freeze.

The Renault 10 is equipped with four doors, four-wheel independent suspension, and disc brakes on all four wheeks.

Yet it costs only \$1647:
Now the bear is on the ground.
If you do not at least test drive the Renault 10, you shall have only yourself at whom to swear.

RENAULTE


The Renault 10


MAO TSE-TUNG'S
BIG CHINESE RESTAURANT
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Be bold tha staion. Eut on your nex Mirator sult and

SOCIETY BRAND CLOTHES



You're a little bit richer when you switch to the Smooth Canadian.

Nore that you can afford oo thimk of grear whakky fint, price latet, drink this am. Seapam'sV.O. does what no other whisky cnn. It defues smonch onc nod for alk Lught' Of course Lucky pou. Known by the companyit keeps Seagram's I



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Curiee charms the squaws





Slaeks by Surlee



HOSTELLERIE de la POSTE OF AVALLON, FRANCE, GREETS YOU WITH SPICED RIVER CRAYFISH AND CANADIAN CLUB

This 257 -year-old Burgundy country inn has welcomed kings, queens, sultans and presidents. Napoleon, returning from Elba in 1815, was cheered here. And today, there is much to cheer about at la Poste. The goose liver ballotine. Bresse chicken au gratin. Woodcock flambée à la riche. And, of course, Canadian Club, in shortones before dinner, in tall ones after,

## Try it. It won't bite.



At accoser of one sampary of Anermur rolthers en porl Dir, New Jersey, whas maved for wer

by Jok Sack


Heerene ip Sal es made in Holland by blending 14 of the gentiest Gzoly Sal comes four woys-from natural to hully aromatic One pipe fehascos on sarth Fer sxifa coolness in'slong sut io burn 19 perlect for your teste 5e pake the bit in your teeth and sal

0


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${ }^{\text {to }}$ Syta ind dish Yeasw



























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 Armill


































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 N. Kavire















- Privite Dences Beast


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Visual study to aecompany a reading of ${ }^{4}$ Do Dot go gente into that good nugat."


# THE ALLSTAR PROTEAM: A PREDICTION FOR'66 <br> or Sew Gelman 


























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# The Life and Suspiciously Hard Times of Anthony Quinn 



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"Hey, you're o cute litile guy ! I slon't suppose you've god a dime an you?"

## The Search for J. Kruper <br> by Gram Bernewt

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## AN EXPERIMENT IN LOVE



## $\sqrt{4}$ <br> It'sa Bird, It's a Plane, It's the Riesenflugzeug of W.W.I

## E








































Grat von $Z_{\text {spelin }}$

## 3 ,   parues buit chinta,    





## HONK,HONK,THE

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## Two Hideouts for Paterfamilias


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Rule 1:Wives, cbildren stay out






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## Beronlal Clutter






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## Black Spruce: Fall’66


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## The Black Spruce Wardrobe



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| :---: |




## Black

 Spruce: Top and Bottom
# Death in Sun City 


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 - Aleyy byertan se


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## - Mystaire

the new high efficiency spot and stain remover
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MAN－PREST！
The new
permanently pressed
$100 \%$ cotton shirt
with the promise
in the pocket．

The promise MAN－P無EST
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Team up with the fashionable look...


Pendleton's distinguished sportswear for fall

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Fortrel: for the good life.








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LANESE ORTREL



Perk up your wardrobe with a new kind of color: COFFEE ROYALE

Coffer Royaler bae bete tye apower to parir cian in juris. Warmer than blaok, mone vcrsatile than brown, ith a
willoos years frester than mathor We say a'll positively wake up, shake up your wardmobe (Coodbye Dullsville) Wear Coffo Royale with todiny's new Brown tones and and Henery shades It can be
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Only on The ABC Radio Network $\mathbb{P}$


This man is discussing whisky with friends.




with OLD SPICE LIME



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Sietson Shoes: for the man who instinctively checks the brand firstthe price perhaps never.




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STETSON SHOES



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85 PROOF BLENDED SCOTCH WHISKY





Introducing Karawool-Vanopress...the first wool blend sport shirt, permanently pressed the day it was made and never needs pressing again.




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This is Florida...



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## How the martini got its first name




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Introducing two of the most rodicol changes in Volkswagen history. Can you spot them?

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## What's new? The 1966 GQ CAMPUS

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There＇s more of both in ERINMORE





## ERINMORE

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Sooner or later you're going to expect more from a Scotch.

Why not try the Scotch that started it all?
Tonight."Black \&White"



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# I.W. HARPER sincel 1872 <br> prized bottledin bondor <br> MELLOW GOLD MEDAL BOURBON 

From left to right: "Dandy" Pinch Bottle, 1900; "Amber" Glass, 1880; "Canteen G. A. R.," 1895; "Pewter Pitcher," 1900; "Companion" Decanter, 1910; "Bar Bottle" Cut Glass, 1910; "Dwarf" Decanter, 1885; "Gold Medal" Decanter, 1949; "Harper's Own" Ceramic Jug, 1890; "Little Companion" Cut Glass, 1910; "Nautical," 1890; "The American" Hand-Blown Flask, 1875; "Carboy" Wicker-Covered, 1880; "Cameo" Cut Glass Miniature, 1899. BE PROOF ANO 100 PROOF BOTTLEO IN BONO OI W HARPER OISTILLING COMPANY, LOUISVILLE, KY

